

What is claimed is:

1. A design, comprising:
a plurality of flock fibers;
an elastic film having a first side and a second side;
a first adhesive layer bonded to the first side of the elastic film and to the plurality
5 of flock fibers; and
a second, discontinuously distributed, adhesive layer bonded to the second side of
the elastic film.
2. The design of Claim 1, further comprising:
a carrier; and
a release adhesive deposited upon the carrier layer, wherein the plurality of flock
fibers is releasably attached to the release adhesive.
3. The design of Claim 1, wherein the elastic film has a modulus of elasticity
of less than about 11.25 lb/ft and more than about 0.5 lb/ft.
4. The design of Claim 1, wherein the elastic film has an elongation of at
least about 200%.
5. The design of Claim 1, wherein the elastic film has a recovery of at least
about 75% after being stretched to 100% of its original length and allowed to retract
freely.

6. The design of Claim 1, wherein the elastic film is at least one of a rubber, styrene-butadiene copolymer, neoprene, polyisoprene, polyester, polyamide, polypropylene, polyethylene, and polyurethane.

7. The design of Claim 1, wherein the elastic film is a thermoplastic polyurethane.

8. The design of Claim 1, wherein the elastic film is an elastomer.

9. The design of Claim 1, wherein the thickness of the elastic film ranges from about 1 to about 25 mils.

10. The design of Claim 1, wherein the first adhesive layer is activatable.

11. The design of Claim 1, wherein the first adhesive layer is distributed at least substantially continuously over the first surface.

12. The design of Claim 1, wherein the first adhesive layer is at least one of a thermoset and thermoplastic adhesive.

13. The design of Claim 1, wherein the first adhesive layer has a thickness ranging from about 1 to about 10 mils.

14. The design of Claim 1, wherein the second adhesive layer is activatable.
15. The design of Claim 1, wherein the thickness of the second adhesive layer ranges from about 1 to about 25 mils.
16. The design of Claim 1, wherein the second adhesive layer is a web adhesive.
17. The design of Claim 1, wherein the second adhesive layer comprises a first set of filaments and a second set of filaments, wherein the filaments in the first set of filaments are at least substantially parallel to one another and the filaments in the second set of filaments are at least substantially parallel to one another, and the filaments of the
5 first set of filaments are transverse to the filaments of the second set of filaments.
18. The design of Claim 17, wherein at least one void is located between adjacent filaments of the first and second sets of filaments.

19. A method of producing an design, comprising:
contacting flock with a first permanent adhesive layer;
contacting the first permanent adhesive layer with an elastic layer; and
contacting the elastic layer with a second permanent adhesive layer, the second
5 permanent adhesive layer being discontinuously distributed over the contacting surface of
the elastic layer.

20. The method of Claim 19, wherein each of the contacting steps is
performed substantially simultaneously.

21. The method of Claim 20, wherein each of the first permanent adhesive
layer, elastic layer, and second permanent adhesive layer are preformed before the
contacting steps.

22. The method of Claim 19, wherein the flock is adhered to a release
adhesive located on a carrier and further comprising before the first contacting step:
applying the flock to the release adhesive.

23. A design, comprising:

a plurality of flock fibers;

an elastic film having a first side and a second side;

a first adhesive layer bonded to the first side of the elastic film and to the plurality

5 of flock fibers; and

a second adhesive layer bonded to the second side of the elastic film, wherein at least one of the following is true: (i) the elastic film has a modulus of elasticity of less than about 11.25 lb/ft and more than about 0.5 lb/ft, (ii) the elastic film has an elongation of at least about 200%, and (iii) the elastic film has a recovery of at least about 75% after
10 being stretched to 100% of its original length and allowed to retract freely.

24. The design of Claim 23, wherein the first and second adhesives are activatable, wherein (i) is true, and wherein the second activatable adhesive is an elastomer.

25. The design of Claim 23, wherein the first and second adhesives are activatable, wherein (ii) is true, and wherein the second activatable adhesive is an elastomer.

26. The design of Claim 23, wherein the first and second adhesives are activatable, wherein (iii) is true, and wherein the second activatable adhesive is an elastomer.

27. The design of Claim 23, wherein the second adhesive layer is discontinuously distributed over the second side of the elastic film.

28. The design of Claim 27, wherein the first adhesive layer is continuously distributed over the first side of the elastic film.